

DECEMBER 2016

(REVISED COURSE)

(3 Hours)

QP Code : 724903

[Total Marks : 80]

N.B.: (1) Question No.1 is compulsory.

(2) Attempt any three questions from remaining five questions

(3) Draw neat and labeled diagrams wherever

(4) Figures to the right indicate full marks.

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| 1. | Write short notes on the following (Any 4) :- | 20 |
| | (a) The Journey from sales to marketing concept. | (b) Retailing. |
| | (c) Marketing performance. | (d) Different product policies adopted in marketing. |
| | (e) Organizational and government buyers. | (f) Portfolio management. |
| 2. | (a) Explain briefly the importance of brands. | 12 |
| | (b) Discuss product features on new product development. | 8 |
| 3. | (a) What are some core marketing concepts? | 12 |
| | (b) Describe different motivation research. | 8 |
| 4. | (a) Why the customer retention is important for a company? Justify your answer with the example. | 12 |
| | (b) Explain different stages of consumer's buying decision process | 8 |
| 5. | (a) What are the various "policies and procedures" guide the firm while managing the sales force. | 12 |
| | (b) Explain different management strategies. | 8 |
| 6. | (a) Briefly explain different marketing tools. | 12 |
| | (b) Comment on :-"Customer perception of a product never really matches reality". | 8 |